

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Howard Taub et al.	Examiner:	John W. Van Bramer
Serial No.:	09/996,899	Group Art Unit:	3622
Filed:	November 30, 2001	Docket No.:	10982142-1
Title:	SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS		

---

**AMENDMENT AND RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RECEIVED**  
**CENTRAL FAX CENTER**

**JUL 20 2006**

Dear Sir/Madam:

This Amendment and Response is in reply to the Non-Final Office Action mailed April 20, 2006. Please amend the above-identified patent application as follows:

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Howard Taub et al.

Examiner: John W. Van Bramer

Serial No.: 09/996,899

Group Art Unit: 3622

Filed: November 30, 2001

Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO  
CONSUMERS**CERTIFICATE OF TRANSMISSION**Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**RECEIVED  
CENTRAL FAX CENTER****JUL 20 2006**

Sir:

I hereby certify that the following papers are being facsimile transmitted to the U.S.  
Patent and Trademark Office, Fax No.: (571) 273-8300 on the date shown below:

1. Transmittal Letter for Amendment and Response (1 pg.); and
2. Amendment and Response (18 pgs.)

Respectfully submitted,

Howard Taub et al.,

DICKE, BILLIG & CZAJA, PLLC  
Fifth Street Towers, Suite 2250  
100 South Fifth Street  
Minneapolis, MN 55402  
Telephone: (612) 573-2006  
Facsimile: (612) 573-2005Date: July 20, 2006  
SAL:hsfBy: Scott A. Lund  
Reg. No. 44,166**20 PAGES - INCLUDING COVER PAGE**

**RECEIVED**  
**CENTRAL FAX CENTER**

**JUL 20 2006**

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

**PATENT APPLICATION**

ATTORNEY DOCKET NO. 10982142-1

Inventor(s): Howard Taub et al.

Confirmation No.: 3258

Application No.: 09/996,899

Examiner: John W. Van Bramer

Filing Date: November 30, 2001

Group Art Unit: 3622

Title: **SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS**

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT**

Transmitted herewith is/are the following in the above-identified application:

- ☒ Response/Amendment  
☐ New fee as calculated below  
☒ No additional fee  
☐ Other

- ☐ Petition to extend time to respond  
☐ Supplemental Declaration

Fee\$

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	48	MINUS	48	= 0	X \$50	\$ 0
INDEP. CLAIMS	7	MINUS	7	= 0	X \$200	\$ 0
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	<input type="checkbox"/> 1st Month \$120	<input type="checkbox"/> 2nd Month \$450	<input type="checkbox"/> 3rd Month \$1020	<input type="checkbox"/> 4th Month \$1590		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

I hereby certify that this paper is being  
transmitted to the Patent and Trademark Office  
facsimile number (571) 273-8300.  
Date of facsimile: July 20, 2006

Typed Name: Scott A. Lund

Signature: 

Respectfully submitted,

Howard Taub et al.

By 

Scott A. Lund

Attorney/Agent for Applicant(s)

Reg No. : 41,166

Date : July 20, 2006

Telephone : (812) 573-2006

Rev 10/05 (TransAmendFax)